

## THE WHITE HOUSE

WASHINGTON

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April 25, 1983

## MEMORANDUM FOR THE SPG PRINCIPALS

SUBJECT: Public Diplomacy (Williamsburg Summit)

As a follow-up to my memo of April 18 concerning Public Diplomacy aspects of the Williamsburg Summit, Ambassador Rentschler's group has developed an approved strategy paper which lays out central public affairs objectives for the Summit, identifies key audiences, articulates a corpus of public affairs themes embodying earlier approved themes, and provides an initial work program (the themes and the work program itself will, of course, be subject to revision as Summit preparations proceed).

It is essential that all elements involved in public diplomacy aspects of the Summit draw on this paper as a central reference, referring any specific follow-up queries to Ambassador Rentschler's group (395-3330).

  
William P. Clark

cc: Ambassador James Rentschler

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